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Corporate Communications /
Investor Relations

SUPPL

Date July 20, 2004
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Subject **ADR file nr. 82-2876**



Dear Sirs,

Please find enclosed a press release dated July 20, 2004:

VNU APPOINTS NEW GLOBAL HEAD OF HUMAN RESOURCES

With kind regards,

VNU bv

b/l

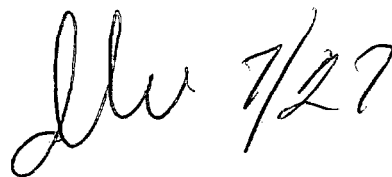

Rob de Meel
Senior Vice President

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Press release

Date

July 20, 2004

VNU APPOINTS NEW GLOBAL HEAD OF HUMAN RESOURCES

Haarlem, The Netherlands – VNU, a leading global information and media company, today announced that it has appointed **Greg Anderson** to the position of global Senior Vice President Human Resources with effect from August 2, 2004.

The global Senior Vice President Human Resources is a new position, underlining VNU's commitment to becoming a truly global company. He will be headquartered in New York and report directly to Rob van den Bergh, Chairman and CEO of VNU.

Prior to joining VNU, Mr. Anderson served as vice president of Human Resources & Workforce Development at Hewlett Packard. Mr. Anderson has a wealth of experience, having had senior leadership roles at PepsiCo, Compaq and Hewlett Packard.

"We are extremely pleased to appoint a global Senior Vice President Human Resources with Greg Anderson's reputation, experience and character," commented Rob van den Bergh. "He is a great addition to VNU's top management team, and we look forward to continuing to build the talent and global leadership capabilities to develop VNU's current and future leaders."

About VNU

VNU is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media measurement and information (Nielsen Media Research), business information (Billboard, The Hollywood Reporter, Computing, Intermediar) and directory publishing (Golden Pages).

VNU is active in more than 100 countries, with headquarters in Haarlem, The Netherlands and New York, USA. The company employs 38,000 people. Total revenues amounted to EUR 3.9 billion in 2003. VNU is listed on the Euronext Amsterdam (ASE: VNU) stock exchange. For more information, please visit the VNU website at www.vnu.com

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